

IN THE CLAIMS:

Please cancel claims 1 and 3-7 and add the following new claims 8-12, as follows:

1. (Cancelled).
2. (Original) The multimedia gift card is an outstanding promotional tool, which provides the receiver with a multimedia package that includes, but is not limited to, quality digital music, flash presentations, video commercials, product information and web site links.
3. (Cancelled).
4. (Cancelled).
5. (Cancelled).
6. (Cancelled).
7. (Cancelled).
8. (New) A greeting card comprising:
a single fold, multi-fold, top opening, side opening, or mid opening card displaying a variety of professionally created artwork, text, logos, holiday graphics, seasonal graphics, special occasion graphics, and festive graphics artwork that will vary for each application and have a multitude of colors, designs, and themes; all sides of the card that may display graphics and text predicated upon the overall card design; a card constructed using materials of various size, composition, texture, and thickness; material that is cut, glued and folded to create slots, sleeves, pockets, tabs or holders to receive and hold audio and computer readable storage medium to include compact disc and DVD; material that may be cut into various shapes and designs to enhance the exterior or interior of the card and allow for display mounting; an audio and computer readable storage medium with a printed, silk screened, or otherwise attached label that displays artwork, graphics, text, song titles, artist names, logos, and provider information that may compliment, enhance or match the overall design or theme of the card; storage medium that may also include a variety of digital data to include multimedia presentations, video presentations, company information, company history, store locations, databases, product

information, printable coupons, university information, curriculums, retail catalogues and web site links; storage medium that can be played and viewed on a multitude of audio, video and computer apparatus; storage medium that may be referred to as a multimedia disc; an optional envelope, wrapper, covering, or casing, either generic, matching the theme and design format of the card, or displaying unique artwork, text, logos, holiday graphics, seasonal graphics, special occasion graphics, and festive graphics that will provide security, protection, and or convenient mailing.

9. (New) A greeting card assembly comprising: a greeting card body having greeting indicia inscribed thereon; a first opening formed in the card body; a computer readable storage medium received in said first opening; a second opening formed in the card body; and a gift card received in said second opening.

10. (New) The greeting card of claim 9, wherein said computer readable storage medium comprises an audio compact disc.

11. (New) The greeting card of claim 10, wherein said gift card is a gift certificate.

12. (New) The greeting card of claim 9, wherein said gift card is selected from a gift certificate, a coupon, and a pre-paid phone card.